

This invention provides methods for conducting a commercial-free, network-televised game show, supported by revenue from commercial advertisers, but free of commercial interruption. Also provided are the resulting game show, and a novel method of producing revenue from such a commercial-free, network-televised game show. The show generates revenue from both the network broadcast and the Internet. However, the generation of revenue is unique when compared with standard, advertisement-based television protocols, and the format of the show is novel because advertising is an integral and continuous part of the show. Revenue-generating advertisements and entertainment are integrated, and the show is continuous in its entirety.

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